

APPROVED MINUTES

Human Rights Commission

Monday, July 18, 2016

5:30 PM

McLeod Conference Room
1800 West Old Shakopee Road

I. PROCEEDURAL MATTERS – 5:30 P.M.

- 1.1 Call to Order and Roll Call** Present: Xavier Bicott, Maureen Carlson, Sheila Fishman, Daniela Kunkel, Jared Leese (arrive 5:33 p.m.), Savannah Salato, Ibrahim Yusuf (arrive 5:31 p.m.)
- Absent: Dennis Kane, Johnathon McClellan
- Staff: Lorinda Pearson, Manager and Staff Liaison, Human Services Division
Heather Lambert, Administrative Assistant, Human Services Division
Colleen Callahan, Program Coordinator (PT), Human Services Division
- Guests: Alejandra Pelinka, Director of Creative Placemaking & Engagement, City of Bloomington
- Second Vice-Chairperson S. Salato called the meeting to order at 5:30 p.m. A quorum was present.
- 1.2 Approval of Minutes - June 20, 2016** M/S. Fishman, S/Z. Bicott unanimously carried to approve the minutes of the June 20, 2016 meeting as amended.
- 1.3 Adoption of Agenda** M/Z. Bicott, S/M. Carlson unanimously carried to approve the agenda as amended with the following change: Under Final Comments, addition of discussion with the City of Bloomington Police Department about recent shooting events in which race relations can become the focus of the incident.
- 1.4 Announcements** L. Pearson stated there will be a 26th Anniversary of the Americans with Disabilities Act on July 26, 2016 at the Minnesota History Center. The event celebrates diversity in the community and is free and open to the public.
- L. Pearson stated at its July 14, 2016 meeting, the City Council appointed Kim Vlasisavljevich to the vacant At Large City Council position. She will be sworn in at the July 25, 2016 regular City Council meeting.
- J. Leese read and signed his Oath of Office for a term ending December 31, 2016. J. Leese resigned from the Human Rights Commission, effective June 22, 2016, as he applied for the City Council At Large Opening (per City Code Section 2.78). He was reappointed by the City Council to the Human Rights Commission on July 14, 2016.

II. PROGRAM – 5:35 P.M.

**Alejandra Pelinka,
Director of Creative
Placemaking &
Engagement, City of
Bloomington**

J. Leese welcomed Alejandra Pelinka, the first Director of Creative Placemaking & Engagement for the City of Bloomington. She stated she has been in her new role at the City for a little over a month. Prior to coming to Bloomington, she served as the Executive Director of the Northeast Minneapolis Arts Association (NEMAA), and has worked for the Ames Center in Burnsville as the Art Gallery Director and for Intermedia Arts in Minneapolis as a Volunteer Coordinator.

Ms. Pelinka will facilitate the work of a new Creative Placemaking

Commission and work with the City's nonprofit partner, Artistry, and a diverse group of stakeholders to implement and evaluate a Creative Placemaking Plan adopted by the City and Artistry in 2015. This Plan can be found on the City of Bloomington website, and she encouraged Commissioners to look it over.

She stated she will help the City identify the art, culture and design investments that will best support the evolution of a distinctive, walkable, urban neighborhood in the South Loop District and build its regional brand. She will also work to build community connectedness and engagement using a range of community outreach strategies.

Ms. Pelinka defined the South Loop District as the area on the East side of Bloomington surrounded by the Lindau Link, the 24th Avenue Corridor, the 34th & American Neighborhood and the Bluff Edge. Some key assets and opportunities in the area include: LRT & Bus, MSP Airport, Regional Freeway Access, the National Wildlife Refuge, Mall of America and Bloomington Central Station, as well as several undeveloped areas.

She stated the South Loop District is a unique neighborhood with estimates by 2020, it will experience 6,000 residents, 9,000 hotel guests, 35,000 employees and 115,000 Mall of America visitors daily. She pointed out the Mall of America is the largest attraction in the United States of America.

Ms. Pelinka further stated the vision for the South Loop District is to transform a dispersed, suburban commercial area into a walkable urban neighborhood that attracts residents, office tenants, hotel guests and shoppers by virtue of its unique character and assets.

One definition she provided for Creative Placemaking is "an emerging field that works to build vibrant, distinctive, and sustainable communities and economies through the arts".

Ms. Pelinka explained some Creative Placemaking demonstration project that have been completed, funded by the National Endowment for the Arts:

1. Mural (Cypress Semiconductor wall facing MN Wildlife Refuge lot) - Created by the same artist who did the mural at Civic Plaza
2. Convergence Sculpture
3. Little Box Sauna
4. Discovery Charattes
5. Walking Theater Production
6. Host/Artist Reception

In addition, work has been done at Bloomington Central Station, (transit-oriented mixed use neighborhood), as well as at Central Park.

Projects that are in progress include:

1. Towne Place Suites (Sculptures on site, Art Gate project on Killebrew)
2. Utility Box Wraps (3 sets of boxes, each by different artists)
3. MOA Transit Station
4. Superbowl Project
5. Landform Project

Ms. Pelinka stated a Creative Placemaking Commission is being established for the City of Bloomington. The application deadline date is August 31. The Commission will consist of nine (9) members, with a diverse representation. Not all members need to be Bloomington residents.

She explained the six Strategic priorities, as determined by City leadership, which are: High Quality Service Delivery, Inclusion & Equity, Environmental

Sustainability, Community Amenities (Maintain/Expand), Community Image and Focused Renewal.

Initiatives to meet the Community Image priority include the #OneBloomington branding/marketing campaign and the use of art and placemaking throughout Bloomington that aligns with the new brand; Initiatives to meet the Focused Renewal priority include more affordable housing and successful neighborhood renewal innovation; an Initiative to meet the Inclusion & Equity priority is to have more diverse advisory boards, workforce and program participation; and an Initiative to meet the Community Amenities priority is to have a Community Center decision.

J. Leese stated the airplane viewing area is limited at the MSP airport, and he proposed bringing Creative Placemaking to airport viewing areas to encourage more visitors.

Z. Bicott inquired if Creative Placemaking is taking place in all of Bloomington. Ms. Pelinka clarified as of right now, her Creative Placemaking efforts are focused on the South Loop District. If these efforts go well, Creative Placemaking may be proposed throughout Bloomington.

M. Carlson asked if she has spoken to other Commissions and Organizations, such as taking a look at the Above the Falls Regional Park Master Plan in Minneapolis. Ms. Pelinka stated City staff and Artistry did research when coming up with the Creative Placemaking program, and looks to do more outreach in the near future.

S. Fishman proposed creating an indoor sculpture garden in Bloomington. Ms. Pelinka responded projects do not have to do only with sculptures, but may include interactive performances, community art activities, etc.

Ms. Pelinka asked Commissioners to share their ideas about Creative Placemaking and Engagement with her directly.

III. CONTINUING BUSINESS – 6:15 P.M.

3.1 2016 Work Plan

- Public Relations
 - Community Center Task Force

L. Pearson stated the Community Center Task Force determined there is no value in attempting to improve or expand the current Creekside building at their last meeting. As D. Kane is out of state, J. Leese will attend the next Task Force meeting on Tuesday, July 19, 2016. Task Force members will begin to look at proposed site locations for a new Community Center. The goal is to have Community Center recommendations presented to City Council in the fall.

- Representative(s) Forward 2014 Advisory Committee

L. Pearson called for a representative from the HRC, and an alternate, to serve on the Forward 2040 Advisory Committee, City of Bloomington Comprehensive Plan. She reminded Commissioners it would be a minimum 2 – 5 hour obligation per month, lasting October 2016 – December 2017. Z. Bicott volunteered to serve as the HRC representative. The Executive Committee will discuss a possible alternate at their next meeting.

- Equality
 - U.S. District Court – Open Doors Program

L. Pearson stated the role of the HRC for the U.S. District Court Open Doors Program is to hold an inaugural event as part of the Second Founding Community Program. This event will take place at Bloomington Civic Plaza and includes a viewing of the film, "Slavery By Another Name", a panel discussion, and some kind of contest with local Community Colleges. The U.S. District Court plans to use the event in Bloomington as a model to promote the Open Doors Program across the state.

- Cultural Competence
 - Heritage Days

L. Pearson stated four (4) multicultural acts have been booked for Heritage Days, taking place on September 17, 2016. A schedule for the acts is being created. In addition, the Bloomington Historical Society will be using the stage to hand out a few awards. Z. Bicott inquired about Commissioners being allowed to go out to solicit donations to help cover costs associated with events. L. Pearson stated an agenda item will be on the July 25, 2016 City Council agenda to allow Community Services Department volunteers and Human Rights Commissioners permission to solicit donations from Bloomington businesses and service organizations for programs, services and events. After City Council approval, staff will draft a specific script/letter for volunteers to use when seeking donations. L. Pearson reminded Commissioners donations must be specific to Work Plan activities.
 - International Day of Peace

L. Pearson stated plans are in place for the Naturalization Ceremony on September 14, 2016, as part of International Peace Day. Commissioners have signed up to volunteer and an individual has been designated to give the Pledge of Allegiance. She noted an individual is still needed to sing the National Anthem.
 - Native American Heritage Month

Z. Bicott reported a meeting for the Native American Heritage Month committee is scheduled for August 2, 2016. The event will feature a speaker, an Exhibit, and perhaps a few "Coffee with the Curator" talks. L. Pearson stated the Native American Heritage Month Proclamation will be accepted at the October 24, 2016 City Council meeting, and she confirmed a contract for Dr. Don Bartlette to speak is being put together.
- Leadership
 - Omar Bonderud Award

J. Leese stated updated Omar Bonderud Award applications are at the Commissioner places on the table. S. Fishman confirmed this was the final form, and D. Kunkel stated additional space was given for answers. J. Leese stated the application deadline date is August 26, 2016, and he reminded Commissioners they are allowed to submit nominations. He encouraged Commissioners to share the application with anyone who may be interested. L. Pearson briefly went over the 2016 Omar Bonderud Award Timeline.
 - Team Building

L. Pearson stated with a full Commission, she is proceeding with scheduling a Consultant, Sue Stanek, to conduct a team building exercise for the HRC. A contract is being drafted, and the Executive Committee will look at dates in the fall to schedule this team building exercise.

3.2 By-laws Update

J. Leese stated he will bring the previously approved HRC Bylaws changes to City Council on July 25th for their approval. L. Pearson stated she has shared the recommended changes to the City Code approved by the HRC (at the May meeting) with the City Clerk and with Commission liaisons throughout the City. She stated other changes to City Code covering City Commissions may be taking place. Additionally, changes are being proposed to the Commission application, including spaces for an email address and cell phone number, and inserting questions such as "What does your background bring to the Commission?" and "Why do you want to serve on the Commission?". City staff is looking to do a better job marketing Commission openings to underserved people in the community, as well as improving the onboarding/orientation process for new Commissioners.

3.3 Quarterly Inquiry/Complaint Report

L. Pearson announced the 2016 2nd Quarter Inquiry/Complaint report was included in Commissioner packets. There were two (2) inquiries in April, two (2) inquiries in May and zero inquiries in June.

IV. FINAL COMMENTS

Z. Bicott stated in light of the recent shooting in St. Anthony, and other

Police shootings across the United States, he would like to see a discussion with the City of Bloomington's Police Department. He proposed working with the Joint Community Police Partnership (JCPP) Advisory Committee to hold a public event and to discuss training received by City of Bloomington Police Officers. L. Pearson recommended inviting Police Chief Jeff Potts and Doug Belton, Community Liaison, Joint Community Police Partnership (JCPP) to speak at the August HRC regular meeting, and Commissioners concurred. M. Carlson stated August would be a good month to invite these speakers, as National Night Out will just have occurred.

J. Leese commented the Bloomington Police Department participated in the "Running Man Challenge" on social media, and their video went viral.

M. Carlson noted there was an article about CEDAW (Convention on the Elimination of All Forms of Discrimination against Women) in the Summer 2016 edition of "World View" from the World Without Genocide organization. She inquired if the City of Bloomington may seek to pass CEDAW. L. Pearson stated the City studied the matter in the past, but did not move forward with it.

V. ADJOURNMENT

M/M. Carlson, S/S. Salato unanimously carried to adjourn the meeting at 6:55 p.m.